

Annual Report of Sankalp “The Management Society”

Year - 2023-2024

Introduction:

Sankalp, our esteemed departmental society, has had a vibrant and eventful tenure during the year 2023-2024. With a commitment to fostering intellectual growth and professional development, Sankalp organised a series of seminars, competitions, sessions, and webinars aimed at enriching the academic and extracurricular experiences of its members.

Seminars:

1. Prof Alok Srivastava Seminar (10th October): Prof Alok Srivastava delivered an enlightening seminar on the "G20 Initiative: Life from the Perspective of Energy Issue," offering profound insights into global energy dynamics.

2. Aditya Shastri Seminar (2nd November): Aditya Shastri shared expertise on "Digital Marketing," providing valuable knowledge and strategies in navigating the digital landscape.

Annual fest “Delve”:

DELVE, our department's annual fest, was a vibrant celebration of academic and cultural diversity. It featured engaging talks, thrilling competitions, and interactive sessions, providing students with opportunities for learning, networking, and fun. From thought-provoking discussions to exciting events, DELVE exemplified the spirit of Sankalp, fostering a sense of community and enthusiasm among participants.

Events under Delve:

In our annual fest, DELVE, Sankalp hosted several noteworthy events:

Speaker sessions :

• **Sahil Khanna Talk (14th March):** Sahil Khanna delivered an engaging session on "AI and Digital Marketing," exploring the intersection of artificial intelligence and marketing strategies, offering valuable insights into contemporary marketing trends.

• **Author Session by Suchi Batra (19th March):** Suchi Batra graced our event with an insightful author session, offering literary wisdom and enriching our cultural experience.

Competitions :

Sankalp organised competitive events to nurture talent and foster healthy competition:

- **Finance Competition - Dalal Street (14th March):** Dalal Street challenged participants' financial acumen, providing a platform to showcase their investment strategies and market analysis skills.
- **Marketing Competition - Trend the Brand (15th March):** Trend the Brand competition encouraged innovative marketing approaches, pushing participants to develop creative campaigns and strategies.
- **Treasure Hunt - Among Us (14th March):** Among Us Treasure Hunt added an element of excitement and teamwork to the fest, promoting camaraderie and problem-solving skills among participants.

Alumina Sessions (15th March):

Additionally, This year Sankalp organised first ever Alumina sessions to facilitate networking and knowledge exchange. The Alumina Session provided a platform for alumni to share their professional journeys and insights, inspiring current members and fostering connections.

Webinars by T.I.M.E. :

In collaboration with TIME, Sankalp organised webinars to enhance members' professional development:

- **Interview Preparation Webinar (5th March):** The Interview Preparation Webinar equipped members with essential skills and tips to excel in job interviews, enhancing their employability.
- **CV Building Webinar (30th March):** The CV Building Webinar offered guidance on crafting effective resumes, helping members showcase their skills and experiences effectively.

Conclusion:

The year 2023-2024 has been marked by a diverse array of events and activities, reflecting Sankalp's commitment to holistic development and academic excellence. We look forward to continuing our journey of growth and learning in the years to come.